

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY INC.

Ad No. 6711-A1-WHITI WATKIN-Req. No. 99991-7388-4/L-Bleed-[5-5/8" x 7-3/4"]-TV Guide, 1988

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A black and white photograph of a dark horse's head and neck, looking towards the left. In front of the horse is a pack of Marlboro Lights cigarettes. The pack is white with a dark band across the middle containing the Marlboro logo and the word "LIGHTS". Below the band, the word "Marlboro" is printed in a serif font. To the left of the pack, the words "A New" are written in large, bold, sans-serif letters. Below that, the word "Menthol" is written in a larger, bold, sans-serif font. At the bottom left, the text "Made especially for menthol smokers by Marlboro." is visible. At the bottom right, there is a small rectangular box containing the Surgeon General's warning: "SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy."

